Join us for our **BREAKOUT PERFORMANCE**

A Campaign to Evolve, Elevate, and Inspire
For 166 years the Fulton Theatre has been a home for the performing arts in Lancaster, PA. Please join us as we continue to Engage Life Through Art in our community.
Dear Friends,

It has been twenty-three years since the grandeur of the Fulton Theatre was restored through the completion of the 1989 - 1995 Landmark Campaign. Since that time, the Fulton Theatre productions have expanded in size and scope as audiences have grown to a staggering 150,000 patrons each season!

This amazing growth has tested the limits of the theatre's infrastructure. It is time, once again, to invest in the “Grand Old Lady of Prince Street.”

The Fulton Theatre is poised for its own breakout performance; one that as it Evolves, will Elevate and Inspire our audiences, performers and community. Our breakout performance starts by creating excellence in surroundings with greater rehearsal space, larger backstage areas, and additional audience and performer comforts – all designed around the mechanical systems necessary for modern Broadway-quality productions.

From this growth in physical capacity comes artistic excellence: actors, set designers, directors, musicians and show crews will be able to elevate the audience experience. Members of the audience will leave inspired by what they experience and excited about the Fulton Theatre’s ability to produce first class theater in Lancaster County.

By acquiring and renovating several buildings surrounding the Fulton Theatre campus, the restored streetscape will enhance downtown Lancaster as the Fulton Theatre collaborates with the business and arts communities to grow our collective economic impact.

This campaign will equip the Fulton Theatre to further achieve its mission to transform lives through art. I am honored to be a part of this Breakout Performance and look forward to sharing our dream with you.

Thank you,

Elisabeth H. Habecker
Campaign Chair

Marc Robin, Executive Artistic Producer

“The Fulton is not just expanding...it is becoming. We are aspiring, creating, and dreaming to be a performing arts center for downtown Lancaster and beyond. This is a Breakout Performance and we hope you will join us for this journey.”
“The Fulton is not just expanding...it is becoming. We are aspiring, creating, and dreaming for downtown Lancaster and beyond. This is a Breakout and you will join us for this journey.”

Marc Robin,
Executive Artistic Producer

Concept Design: Richard Levengood, RLA Associates
Architect of Record: Tippets Weaver Architects
Renderings: abSketches
EVOLVE

*To develop gradually, especially from a simple to a more complex form*

When something evolves, it changes over time. It transforms for the better, while maintaining roots in its origin. An evolution is gradual in nature, yet it brings about desired and needed change. The Fulton Theatre is poised for the next step in its own evolution.

Achieving that evolution requires tangible work along with updated tools and increased space. The changes to the facility will create a fresh experience for its audience members while supporting growth in artistic talent and production capabilities.

PROJECT HIGHLIGHTS

**Bigger and Better Gathering Spaces**
- Improve audience experience before, during and after the shows with a new, expanded lobby space
- Provide for additional special event opportunities and community partnerships

**Restroom Facilities**
- Increase the number of restrooms by more than 80%
- Addition of family bathrooms

**Elevators**
- Update to the electrical system and digital mechanics in the existing elevator
- Add a new elevator to improve access to the Tell Studio Theatre

**HVAC System**
- Provide back-up redundancy
- Create zone heating and cooling to address varying temperatures in large audience areas

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The Cast of *Newsies*, 2017
The sky-lit atrium lobby will bridge our existing lobby and the education building on Grant Street. The expanded space will allow up to 1,400 patrons to gather.

The updated restroom facilities in the atrium provide 13 additional facilities in both the men’s and ladies’ rooms. A private family restroom will also be available.
The Atrium Lobby Bar will be a centerpiece for gathering before, during, and after performances.

The Producer’s Circle Lounge is a private, intimate gathering area. The lounge includes a refreshment area, restroom, and a coat room to host Producer’s Circle events as well as private parties.
By making strategic and critical changes to the building through this Breakout Performance campaign, the Fulton Theatre will be able to stage productions on a national scale comparable to the most sophisticated theatre producers in the nation.

Because of the renovation and enlargement of existing stage and rehearsal spaces, multiple shows can be produced simultaneously. More backstage space will allow the Fulton to use and store multiple sets as well as provide space for actors to more easily transition to and from the stage. The additional rehearsal space will monumentally improve the ability to rehearse larger productions. Having space to rehearse that accommodates the set of the show will increase the production schedule, decrease dark periods and aid in running repertory - all of which will allow patrons to see more than one show within the same week.

**PROJECT HIGHLIGHTS**

Backstage Right Expansion will:
- Allow for actor staging and set storage – key to producing more than one main-stage show at a time
- Eliminate the current dependency on external storage for set pieces

Rehearsal Studio Addition will:
- Create the ability to rehearse large-scale, Broadway-style shows
- Give actors the opportunity to rehearse with sets and props
- Provide flexibility to rehearse one show during the day and perform a different show in the evening, decreasing the dark periods between shows

Stage Equipment and Prep Area Updates will:
- Improve the rigging (used to fly scenery), lightning and sound systems that will allow the Fulton Theatre to produce shows at a competitive level with other modern theatre companies
- Improve existing dressing rooms and green rooms, as well as create dressing rooms for 4th floor Tell Studio Theatre

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**ELEVATE**

*To raise or lift something up to a higher position*

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The Cast of *In The Heights*, 2017
The new performance and rehearsal studio will allow the Fulton to rehearse full productions on-site. The space will feature sprung dance floors and mirrors, and will be two stories in height to accommodate all choreographic needs.

The rehearsal and performance studio will be able to be transformed into a beautiful event space for both Fulton patrons and our community. The space will hold up to 200 people.

Concept Design: Richard Levingood, RLA Associates
Architect of Record: Tippets Weaver Architects
Renderings: abSketches
The addition of a rehearsal/performance/event studio not only creates internal space, but also creates an architectural element to Water Street and connects the beautification of King Street through to the Ware Center (left of rendering).
Through significant generosity, the Fulton Theatre has custody of a number of surrounding properties and seeks to create a welcoming streetscape environment that attracts patrons, visitors and performers to the area. The resulting increase of foot traffic will have a direct economic impact on surrounding businesses in the community.

**PROJECT HIGHLIGHTS**

Updates to King Street Streetscape will
• Renovate buildings to include the original appearance of red bricks and cornices
• Be used for artist housing
• Encourage business activity that attracts pedestrian interest

Growing the Endowment Fund will
• Provide funds for ongoing capital needs
• Support development of a wider range of productions
• Keep ticket costs affordable

Charis Leos, Lexi Rabadi, and Matt Farcher
*Beauty and the Beast*, 2016
Our beautification project continues with projects to rebuild the historic storefronts on the 100 block of West King Street. The top three floors will provide on-site housing for visiting artists to the Fulton stage with newly renovated apartment spaces, while the first floor will support new retail opportunities.
This project will feature 26 artist apartments, which include one-bedroom apartments, spacious star apartments and comfortable studio apartments. The Fulton’s guest artists often stay at the theatre for six to twelve weeks to prepare and perform for our productions.
# Project and Funding

## Summary of Projected Costs

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<thead>
<tr>
<th>Description</th>
<th>Cost</th>
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<tr>
<td>Future Permanent Endowment for Programs and Buildings</td>
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<td>Audience Amenities &amp; Comforts (HVAC, Restrooms, Public Lobbies, Producer’s Circle Lounge, and Additional Elevators)</td>
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<td>Green Rooms, Dressing Rooms, and Basement Renovations</td>
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## Summary of Funding as of 8/31/18

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<td>Government Grants (minimum)</td>
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**TOTAL DOLLARS ALREADY CONFIRMED**  
$21,000,000

**TOTAL REMAINING CAMPAIGN GOAL**  
$8,000,000

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**Total Projected Cost**  
$29,000,000
Within the quiet gifts phase $21,000,000 has been raised. In order to reach our total project budget of $29,000,000, we need your help to raise the remaining $8,000,000. Join us today.

### Campaign Table of Gifts

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**Total Remaining To Be Raised $8,000,000+**
Join Us

in the Fulton Theatre’s Breakout Performance Campaign.

In this case statement, you have read about needed improvements, seen photographs of past productions and viewed graphic drawings depicting our vision of the future.

We believe a successful campaign will extend beyond the theatre itself by providing a positive economic impact for the city, the county and the region. According to an Economic Impact report conducted by Martin Associate, the current annual baseline impact of the Fulton Theatre is $15.4 million. Once the expansion is completed, the total economic impact of the Fulton Theatre will increase to $23.8 million.

Help the “Grand Old Lady of Prince Street” evolve, as we seek to elevate her performance capabilities so that the performers on stage and the crews backstage can inspire her audiences.

We are looking for your support to ensure the Fulton Theatre continues to create and produce exceptional theater and serve the community we have called home for over 166 years.
If you would like to make a gift to the campaign, now or through your estate, or if you have questions about any of the exciting elements of the campaign, please contact:

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Director of Donor Relations / Breakout Performance Campaign
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